

Hair Bow Ribbons

5½ and 6 inches wide, beautiful quality; with satin stripe and check designs, in pastel colors, also brocaded designs; come in pink, light blue, maize, turquoise, Nile green, coral; special, a yard..... **59c**

B. Lowenstein & Bros.

INCORPORATED

In the Children's Barber Shop
Gentle, skillful hands cut the youngsters' hair in trim, stylish ways—
Also Expert Attendants in the Hair-dressing Parlor.
LOWENSTEIN'S—THIRD FLOOR—NORTH ROOM.

Saturday—May-Day—Sales

Selling merchandise of better quality at low pricing is, we believe, real service. And our thousands of customers, who realize what it means to have the resources of this great enterprise forcefully and unceasingly exerted to afford them the best merchandise for as little money as is consistent with the quality we offer, will appreciate our May sales, which provide every spring and summer requirement. For May day there are values in all departments; through this page we can quote you only a few of the many.

La Jeune Fille

"Our Little Daughter's Shop"

New Frocks of Gingham

In these frocks a sweet, subtle simplicity that is far from plainness is shown in different manner and conception of youth. Right now we are showing a comprehensive collection of new and cunning styles in Gingham Dresses, for everyday wear, school and summer playtime. There are plaids, checks, stripes and solid colors. We invite mothers to let their daughters come and try on the pretty dresses shown here. Girls' sizes, 6 to 14 years. Juniors' sizes, 14, 15, 16 and 17. Prices range—

\$5.95, \$7.95, \$8.95 Up to \$19.75

Girls' Gingham Dresses

Priced Special For Saturday **\$3.95**

This selection of Gingham Dresses for girls from 6 to 14 years consists of a number of garments that have been specially reduced for this sale. All styles are excellent, and at the price we are asking for them you will find values of unusual interest.

"Mar-Hof" Middy Suits

We do not have to elaborate on the merits of the "Mar-Hof" Middy Suits—but we dare say the young miss who has worn the "Mar-Hof" does prefer it to any other make. They look youthful and have the salty tang of the real sailor boy's togs. Made of linen, gaberdine, cotton poplin and linene, in white, navy, copen, maize, green and rose. Sizes 14, 16, 18 and 20; prices range—

\$15, \$22.50, \$24.75

LOWENSTEIN'S—THIRD FLOOR.



A Sale of Georgette Dresses

\$37.50

The sale opens promptly at 8:30, and the dresses will be on racks to facilitate showing.

We are confident that this will be one of the best attended—one of the most advantageous dress sales of the season.

Georgette dresses, dainty and cool in summer, for afternoon, dinner and social gatherings.



Had we paid the makers usual wholesale cost, these dresses would have been marked \$50, \$60, \$65 up to \$75.

The styles are chosen with discrimination—every one radiant with originality. Beautifully beaded georgette dresses galore, besides tucked and draped effects, in a color assortment of navy, taupe, brown, white and flesh.

The most remarkable sale of dresses presented this season, and fully worth the time and effort of your attendance.

This being a special sale there will be no approvals, none put aside, none sent C. O. D., no exchanges, no returns.

READY-TO-WEAR SECTION—LOWENSTEIN'S—THIRD FLOOR.

Little Coats for Little Tots

Pretty As May Blossoms

Children's Coats, the season's late models, distinctive styles. You'll find a choice of the newest fabrics, very smartly styled; age 1 year to 6 years; fabrics navy, serge, shepherd checks, polo cloth, camel's hair, all wool fabrics; beautiful silk taffeta—

\$15.00 values for \$12.75 **\$25.00 values for \$22.50**
\$18.50 values for \$14.50 **\$29.95 values for \$26.50**

Infants' White Coats, 6 months up to 2 years, beautifully tailored, hand embroidered, scalloped and various style embroidered designs; fabrics cashmere, crepe de chine, lined with silk or satin—

\$12.50 values for \$10.75 **\$18.50 values for \$16.50**
\$16.50 values for \$13.50 **\$25.00 values for \$22.50**

FOR GAY LITTLE HEADS

Children's Hats, striking models, tailored and ribbon trimmed, beautiful milan, leghorn, snappy shapes; many styles handmade; colors red, navy, Copenhagen, sand, rose, white and black—

\$ 5.50 values for \$ 3.95
\$ 8.50 values for \$ 6.95
\$10.00 values for \$8.95
\$15.00 values for \$12.75

Infants' Caps and Bonnets, adorable styles, artistically designed, trimmed in soft laces, fine ribbon, many have touches of hand work
\$2.95 values for \$2.25
\$3.75 values for \$2.95
\$5.00 values for \$3.95
\$6.50 values for \$5.25



FASHIONABLE VEILINGS

Package Veils 10c Each

Ready-made Package Veils, one yard long, Imported from France, pretty dotted designs, come in brown and black; special each.... **10c**

Drape Veils 98c Each

Pretty Drape Veils are the rage in Paris. These are special values, come with pretty dotted designs, in black, brown and taupe; each **98c**

Low Pricing of Shoes

And the Reason



Wise and thrifty mothers bring all their children to Lowenstein's Shoe Department for shoes, owing to the fact that we guarantee the fit and they know that they get better shoes at lower prices here than elsewhere.

Our buyer and manager has been asked many times by other shoe merchants in town how we could sell these high-grade shoes at the prices we do. It is not a secret. The answer is, we do not receive nor do we expect to receive the equivalent of the profit they make.

For the Boys

Boys' Suits of woolen heather mixture; good style tailoring, in sizes 6 to 18 years; special **\$13.65**
Romper of best gingham in fifty pretty styles; special **\$1.25**

LOWENSTEIN'S—THIRD FLOOR.

Black Straw Hats for little chaps from 3 to 7 years; **\$5.95**
"Coveralls," made of good khaki and well fitting **\$2.50**

Concerning Men For Summer

Men, here is your opportunity to buy your summer supply of Athletic Union Suits. We will leave it to you to be the judge of their real worth; they are cut full and roomy, but not too full—just right.

Men's Athletic Union Suits of striped madras with elastic back, which is more comfortable and prolongs the life of the garment; they are made sleeveless and knee lengths and closed crotch; all details of suit are well made at start. We have all sizes from 34 to 46. While we have a good quantity, we advise early shopping. **\$1.00**

LOWENSTEIN'S—FIRST FLOOR.



Rugs

\$42.50 Wool Art Rugs, 9x12—\$34.75

This is a 3-ply wool rug, made in all the wanted colors and designs; all are reversible, making a two-in-one rug and are suitable for every room in the home.

\$7.50 Japanese Matting, Rugs, 9x12—\$4.98

Finest grade Japanese Matting Art Square with beautifully stenciled borders; cool and sanitary for summer use.

\$2.00 Tapestry Brussels Rugs, 27x54—\$1.48

A good-looking rug for many uses in most any place in the house.

Domestics and Beddings

Linen finished Suits, for skirts, children's rompers, scarfs, napkins, drawn work and centerpieces—

33-inch width; special, for, a yard **36c**
36-inch width; special, for, a yard **39c**

Indian Head, Mill's unbleached domestic, 36 inches wide; 45c quality; a yard **36c**
40c grade Pillow Cases, 42x36 inches; special, for, each **30c**

\$2.50 Sheets, 72x90 size; special, each \$1.98

LOWENSTEIN'S—SECOND FLOOR.

HOSIERY FOR SATURDAY'S SELLING

Women's extra fine gauge full fashioned black pure thread Silk Stockings with mercerized lisle double garter tops and extra double soles; a hose that will give dependable wear. We reserve the right to limit quantities.

Saturday special **\$2.39**

Children's silk plaited Socks with fancy turn-over cuff top, in pink and white, sky and white and brown and white; sizes 4 to 9½; regular **\$1.00**.

Saturday special **79c**

LOWENSTEIN'S—FIRST FLOOR.

ANNOUNCE FOR NEXT MONDAY, MAY THIRD

The May SALE of WHITE

AN ANNUAL EVENT OFFERING SPECIAL PRICE REDUCTIONS IN ALL DEPARTMENTS

Tomorrow's paper will contain many of the items, and also a special announcement of great interest in relation thereto.

Make Your Preparations Now to Come

White Goods

Genuine blue and white Japanese Lunch Cloths, in assorted patterns; slightly soiled; sizes 60x60 inches; special price, each **\$2.19**

10-yard bolt soft finish Nainsook, 36 inches wide; very special, a bolt..... **\$2.60**

36-inch standard grade Pajama Checks; special sale price, a yard..... **29c**

Half linen Dish Toweling, 17 inches wide; special sale price, a yard..... **24c**

LOWENSTEIN'S—SECOND FLOOR.

Wash Fabrics

40-inch Voiles in light and dark grounds, with small designs; special sale price, yard **49c**

32-inch Zephyr Gingham, large color combination, plaids and solids to match; special sale price, yard..... **40c**

36-inch check and plaid Suiting, in combination colors; 75c quality; sale price, yard **39c**

NOTE—All short ends and remnants of wash goods have been reduced ¼ to ½ of their regular price for the End of the Month sale.

LOWENSTEIN'S—SECOND FLOOR.

FOR REAL SUMMER COMFORT

USE THE

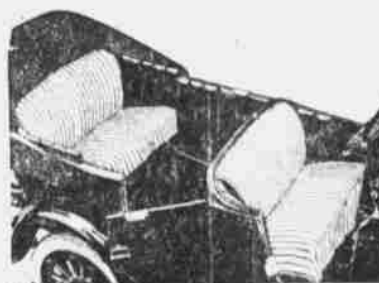
Easily Put on—
Practical, Sanitary,
Good-Looking and Very
Reasonable.



**\$3.00 to \$7.25
Per Seat**

Made in 12 sizes which are suitable for 95% of all American-made automobiles, open or sedan types. A practical, inexpensive washable cover for auto seats, that can be put on quickly by anyone who can drive a tack; easily removed and washed when soiled.

In distinctive, pleasing patterns; a welcome relief from cushion-soiled suits and dresses.



Gordon Jiffy Cushion Slips give your car just the touch it needs to make it look well-kept.

DOMESTIC SECTION—LOWENSTEIN'S—SECOND FLOOR.

DAINTY PEARL NECKLACES

Now is the time for Pearl Necklaces, and here is a real sale—

Pearl Necklaces, graduated beads, come in the stylish opera length, solid gold clasp; \$10.00 value; sale price, a string **\$5.95**

Pearl Chains, 27 inches long; special value **\$3.95**

The Windup of Nation-Wide

Lace and Embroidery Week

Val. Laces, Edges and Insertions, assorted widths, pretty diamond mesh; a yard **8c**

Limit. Cluny Laces, Edges and Insertions; a yard **15c**

Val. Laces, by the bolt, 12 yards in a bolt; edges and insertions; all pretty patterns; a bolt **\$1.25**

Camisole Laces, pretty filet designs with beading top; a yard **49c**
Net and Organdy Flouncing, 40 inches wide; for summer dresses; a yard **\$3.50**



LOWENSTEIN'S—FIRST FLOOR.

Luggage

\$55.00 Hartmann Wardrobe Trunk, special \$49.75
\$35.00 Leather Bags, leather lined, special \$27.75
Black Enamel Week-End Cases, special \$10.00
Overnight Bags, silk lined; special \$30.00

LOWENSTEIN'S—FOURTH FLOOR.



Black Millinery

The extremely popular and distinctively new Hats in all black—

\$10.00

A special pricing for Saturday's selling.

MILLINERY SALON—LOWENSTEIN'S—SECOND FLOOR.

BUTTERICK SCHOOL OF DRESSMAKING

A Course of Six Lessons Under the Personal Direction of An Expert Dressmaker
ABSOLUTELY FREE

Providing Your Purchase of Materials Amounts to \$10.00 or Over.

No course of lessons can be given if the purchase of materials amounts to less than \$5.00. Should the purchase of materials amount to more than \$5.00 and less than \$10.00, a nominal charge of \$1.00 for the course of six lessons will be made.

Hundreds of women have taken advantage of this remarkable opportunity to learn dressmaking. You learn as you make—you make as you learn.

When the course is completed you not only have received valuable instruction, but you have completed a beautiful garment which would cost many times your outlay to purchase.

SURELY WORTH INVESTIGATING, ISN'T IT?

Inquire at Butterick Pattern Section or direct to Butterick Dressmaking School, second floor, north room. Enroll at once. The new classes will be filled rapidly.